

IN THE CLAIMS:

All pending claims are reproduced below.

1. (Previously Amended) A method for enhancing the process of e-commerce, with the assistance of computer hardware and computer software, comprising the steps of:
 - (A) receiving product information into a product information database of a computer system;
 - (B) mapping said product information into product categories, in a product category database in said computer system;
 - (C) assigning said product information into a template, said template having an appearance and one or more features;
 - (D) populating said template with said product information;
 - (E) selecting a group of online marketplaces, dynamically adjusting said template appearance and features based on said selected group of on-line marketplaces;
 - (F) broadcasting said populated template to said group of online marketplaces;
 - (G) dynamically generating a custom product page based on said populated template and an identified on-line marketplace from said selected group of on-line marketplaces for each individual product from said product information database to be marketed on one or more of said on-line marketplaces;

- (H) tracking activity on said broadcasted templates, and recording said tracked activity in an activity database in said computer system;
- (I) communicating said activity to a client; and
- (J) refining an online marketplace selection criteria, wherein said refining further comprises analyzing product placement activity, sales transactions and e-commerce marketplace filters of one or more of said selected on-line marketplaces; optimizing an e-commerce channel mix and product offerings by placing said product template in an appropriate time and on one or more of said selected on-line marketplaces based on said product placement and said sales transactions.

2. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, further comprising receiving and storing client information.

3. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, further comprising sending e-mail communication to consumers.

4. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, further comprising sending report information to clients.

5. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, wherein said receiving product information further comprises receiving description, price and quantity information.

6. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, wherein said mapping product information provides a mapping between client products and multiple e-commerce marketplace sites.

7. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, wherein said assigning product information into a template further comprises dynamically modifying the content of said template based on the selected e-commerce marketplace site.

8. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, wherein said broadcasting further comprises sending a client product populated template to an online marketplace based on the results of prior e-commerce activity.

9. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, wherein said tracking activity further comprises collecting data on number of Web site hits, click throughs, orders and e-mail communications.

10. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, wherein said communicating activity to a client further comprises analyzing said tracked activity, producing a report and sending said report to a client.

11. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, wherein said refining an online marketplace selection criteria, further

comprises analyzing said tracked activity, comparing said tracked activity with a clients objectives and modifying a marketplace filter function.

12. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, further comprising collecting sales information from e-commerce buyers.

13. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 12, wherein said collecting sales information from e-commerce buyers further comprises collecting credit card, product, price, address and quantity information.

14. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 4, further comprising sending e-mail to customers.

15. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, wherein said online marketplace is selected from the group consisting of online auction sites, online catalogs, comparison sale sites, classified advertisement sites, online exchange sites, and order aggregation sites.

16. (Previously Amended) A method for enhancing the process of e-commerce, as recited in claim 1, wherein said product information further comprises information selected from the group consisting of information concerning goods, information concerning services, information concerning financial information, and information concerning information sources.

17. (Canceled)

18. (Canceled)

19. (Canceled)

20. (Canceled)

21. (Canceled)

22. (Canceled)

23. (Canceled)

24. (Canceled)

25. (Canceled)